BOARD OF DIRECTORS MEETING

IVY NETWORK CORPORATION

FEBRUARY 20, 1965

The Board of Directors' Meeting was called to order at 10:30 o'clock, A.M., by President John Catlett. All stations were present.

Rob Hartford of WDCR made a motion to dispense with the reading of the minutes of the previous meeting, which was seconded by Barry Hecht of WVBR.

President Catlett then discussed in detail the present status of the Ivy Network. He indicated that Ivy is certainly doing very well, and certainly better than it has ever done before in the measurable senses of sales and amounts returned to each station. However, there is a lack of cooperation and communication in certain areas relating to required affidavits, changes in programming, and various other activities.

The report of Business Manager was given by William Gottschalk. Business Manager Gottschalk reported to the stations that the present bank balance is $8,094.70, and this is without receipt of payments for the last two months. It was pointed out that contracts were sold for the spring. Shell Oil, Capitol Records and Columbia Records have all come in for the spring, with a possibility for others. In looking at the total income figure of $42,264 it was indicated that this figure includes the $600 trade agreement with the Waldorf Astoria.

Business Manager Gottschalk further pointed out that

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office expenditures are running considerably behind their normal course, which is of benefit to the stations. Renewal Reports, however, were not good. The unfortunate experience with the Budweiser Account was also discussed regarding these renewal reports. In conclusion, Mr. Gottschalk indicated that the threat of non-payment was not as distant as some believe it to be.

Scott Robb, General Manager, announced that Ivy has a two-week contract with Capitol Records. Since this is in the form of an experiment each station was asked to submit at the end of the two-week contract, a one-page report stating the efforts of each individual station in promoting said contract.

General Manager Robb then urged each station to incorporate promotional campaigns to show the effective performance of the stations. Discussion was then had on the agreement with Columbia Records in which four stations will have an opportunity to show just exactly what the stations can do to promote such records. He also mentioned the lack of cooperation with the renewal reports, pointing out as an example that only three stations have turned in their Performance Renewal Report on Western Electric.

Bruce Vanda of WPRB informed the stations that in light of the challenge of merchandizing for Newsweek , an exploratory program outlining the procedure used by Newsweek in putting out an issue was begun. After consulting with Newsweek it was agreed to do an hour

long program tracing the development of the news story. Mr. Vanda also poijted out that within the next two weeks they will be talking with Newsweek's reporters, correspondentsaand editors. The purpose of this, he continued, is to promote good merchandizing while, at the same time, enabling publicity.

John Sullivan, Director of Sales, brought to the attention of the stations the fact that an article was printed in Sponsor Magazine relative to College Radio and, in particular, the Ivy Network. He indicated copies were available.

Renny Daly, Sports Director, discussed the sports package in detail. He mentioned that among some of the innovations which were to be adopted by the Sports Department were the shortening of spots aired on each station, the limiting of spots with each play-by-play, and the introduction of a half-hour program each week produced by Ivy and at no cost to the individual stations.

Mr. Daly mentioned that in looking to various ways and means in which we may be able to reduce our costs, we are working on the possibility of setting up an Ivy Network Loop with A. T. & T. He indicated that A.T. & T. would set up a permanent loop, probably in White Plains, New York, connecting all the Ivy Network stations. He indicated there would be eight patches

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involved.

John Meier of Brown indicated that Brown has an active interest in bringing this year's convention to WBRU. He also mentioned, however, that the possibility of Brown obtaining an FM license would make it difficult to play host.

Rob Hartford of WDCR also expressed a desire to hold the convention at Dartmouth.

After a discussion on this subject a motion was made by Barry Hecht of WVBR whereby the convention would be held at Brown, unless they receive their FM license, in which case the convention would be held at Dartmouth. The motion was seconded by Bruce Vanda of WPRB, was put to a vote, and was unanimously carried.

A suggestion was offered by Bruce Manda in which the top guest speaker at each convention might possibly be presented with a trophy or an award thereby inducing top names of the Radio and T.V. world to appear.

President Catlett then asked for a discussion period as to the best possible date in which to hold this year's convention. After much discussion on this subject Bruce Vanda of WPRB made a motion that this year's convention be held Friday, April 30th and continuing through Saturday, May 1st. The motion was seconded by Roger Powers, of WXPN, was put to a vote, and was carried.

Bruce Vanda of WPRB made a motion to adjourn, which was seconded by Steve Peitzman of WXPN, and the meeting adjourned at 11:45 o'clock, A.M.

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Ivy Radio Network

Board of Directors Meeting

February 20, 1965

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1) Reading of Minutes
2) President's Report
3) Business Managers Report
4) General Managers Report
5) New Business
6) Old Business
   a) 1965 Ivy Sports Package
   b) Expansion
   c) Spring Convention

March 29 - NAB Convention
April 8-9 IRTS Convention
April 10 IBS Convention

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